

January 9, 2004

## **REQUEST FOR PROPOSAL NO. 04-024**

### **REGIONAL CORDON SURVEY SUMMARY**

The Southern California Association of Governments (SCAG) is soliciting proposals in response to Request for Proposal (RFP) No. **04-024, Regional Cordon Survey Summary**. The RFP is comprised of the following nine parts presented herein as attachments:

1. Scope of Work
2. Proposal Information, Organization, and Content
3. Proposal Evaluation Form
4. Interview Evaluation Form
5. Contract Budget Explanatory Information
6. Debarment and Suspension Certification
7. SCAG Vendor/Consultant Application
8. SCAG Standard Consultant Agreement

Firms wishing to respond to RFP No. **04-024** should submit their proposal to the attention of **Anthony M. Piunno, Jr., Senior Contracts Administrator**, by **3:00 PM** (Pacific) on **January 29, 2004** at the address that follows:

Southern California Association of Governments  
818 W. 7<sup>th</sup> Street, 12<sup>th</sup> Floor  
Los Angeles, CA 90017

Your proposal must be received at SCAG by the deadline specified above. Late submittals will not be accepted. Also, faxed or electronically sent proposals will not be accepted. Any proposal received after the deadline will be returned to the consultant/vendor without further consideration.

Respondents should fully address all components of this RFP, especially of the following stipulations:

- SCAG reserves the right to disqualify any and all proposals that are not submitted in accordance with the required format described in this RFP.

- Proposals must include a line item budget in the format and detail shown in Attachment 5.
- Any proposal exceeding the budget specified in this RFP will not be accepted.
- Funding for this project is contingent upon availability of funds at the time of contract award.
- SCAG does not reimburse respondents for the cost of proposal preparation, even in the event of RFP cancellation.
- Proposals must be printed/copied on recycled paper that has at least 20% post-consumer material. Three (3) ring binders will not be accepted, however, spiral or comb binding will be allowed.
- The Debarment and Suspension Certification must be fully completed by all parties to the proposal (prime and all subcontractors).
- The three references that are required in Attachment 2 should not include any SCAG staff.
- Disadvantaged Business Enterprises (DBEs), as defined in Title 49, Part 26 of the Code of Federal Regulations, are strongly encouraged to apply.
- All offerors should ensure that they have completed and submitted a SCAG Vendor/Consultant Application, which has been provided as Attachment 7 of this proposal. Applications can also be obtained on-line at [www.scag.ca.gov](http://www.scag.ca.gov), under "News and Announcements." The application is mandatory for all primes, but optional for subcontractors. Please be advised that if you received a postcard notification for this RFP, you are on our pre-qualified vendors list and do not need to fill out an application.
- All offerors should be aware of the Insurance Requirements for Contract Award, Attachment 9, and must provide a Certificate of Insurance that indicates compliance with those requirements. The Certificate of Insurance must be provided by the successful offeror prior to contract award.
- If applicable, SCAG prefers that software developed, under SCAG's contract, not incorporate proprietary and/or third party software components. This does not preclude the development of deliverables which interface with commonly-available off-the-shelf software. However, contractors must determine in advance whether SCAG already has, or is willing to procure, appropriate licenses for any proprietary and/or third party software that would be required. Impacts of enhancements and upgrades must also be provided. SCAG will require delivery of documentation and source code for all electronic intellectual property developed under a SCAG contract prior to releasing final payment to the contractor.

The maximum period of performance for this contract is 4 months.

If you have any technical questions regarding the Scope of Work, please contact Deng Bang Lee at (213) 236-1855 or [lee@scag.ca.gov](mailto:lee@scag.ca.gov). Administrative questions should be directed either to Anthony M. Piunno, Jr., at (213) 236-1887 or Sam Mehta at (213) 236-1813.

Sincerely,

Lambertus H. Becker  
Chief Financial Officer

## **SCOPE OF WORK**

### **RFP NUMBER 04-024**

## **REGIONAL CORDON SURVEY – SUMMARY OF RESULTS**

### **BACKGROUND:**

The Year 2000 provided SCAG a unique opportunity to update the Regional Database. In addition to the Year 2000 Census, SCAG conducted a Regional Travel Survey in the Year 2001, a Parking Cost Survey, and a Highway Inventory. Over the past several years, SCAG has undertaken an ambitious Model Improvement Program to upgrade the Regional Transportation Model. Including the data enhancements mentioned above, the improvements address almost all aspects of the modeling process. The objective of this Scope is to address the remaining unimproved model component, external trips.

SCAG's Regional Transportation Model uses twenty-six external stations (cordons) to account for external trip making. An external trip is a trip with at least one of its trip ends falling outside the modeling area. This includes the following types of trips: trips starting inside the modeling area to outside the area, trips from outside the area to inside the modeling area, and through trips which travel from one cordon to another cordon. The Model's current cordon assumptions are based on travel behavior last surveyed in the early 1970s. The overall level of traffic and the travel pattern at these cordon stations have changed dramatically over the past 30 years. Accurate cordon assumptions will enhance the overall performance and reliability of the Regional Transportation Model.

### **PROJECT OVERVIEW:**

In Years 2002-2003 SCAG conducted a travel survey at the top 20 cordon sites in the SCAG Region. The purpose of the Cordon Survey was to collect reliable and useful data on travel characteristics at the Regional cordon stations. The improved cordon information will be used to update the existing base year Regional Transportation Model and will serve as the basis for predicting future year cordon assumptions. The survey methodology was to perform a video survey at the highest volume cordon stations along the perimeter of SCAG's regional modeling area. The license numbers were read from the videotapes and the corresponding addresses were obtained from the State of California's Department of Motor Vehicles (DMV) databases. Survey Forms were sent to all travelers (excluding heavy-duty trucks) requesting trip origin/destination and travel characteristics. Specific survey questions included: 1) trip origin/destination, 2) trip purpose, 3) trip start and end times, 4) vehicle occupancy, 5) trip frequency, 6) intermediate stops, and 7) demographic data (household type, household size, income, type of business, licensed drivers/household, and number of vehicles/household).

In addition, station location, travel direction, and travel hour were also recorded. Survey responses were geo-coded (X-Y coordinates) and processed to create the final deliverable database to SCAG.

**STUDY OBJECTIVES:** The purpose of this study is to process the file containing the geo-code survey return information. The key study objectives are listed below:

- Review and clean geo-code survey returns
- Expand survey results
- Summarize and report survey findings
- Develop Final Report explaining methodology and results

**TASK PLAN:**

1) PROJECT ADMINISTRATION AND MANAGEMENT:

- a) The Consultant will prepare bi-weekly progress reports describing completed work products and project status. Progress reporting will be coordinated with project invoicing. Progress will be reported to the Technical Review Committee at the bi-weekly tele-conference meetings.
- b) Quality Control - The Technical Review Committee will work closely with the Consultant to develop quality control measures to insure accuracy.
- c) All interim and final datasets, reports, and technical memorandums developed as part of this study are the sole property of SCAG.
- d) Technical Review Committee – This Committee will be composed of members from SCAG’s Modeling Task Force. The Consultant will organize bi-weekly teleconference meetings of the group to review progress, provide direction on methodology, and review interim products.
- e) Project methodologies and work products will be reviewed and accepted by the Technical Review Committee.
- f) To be a successful candidate, the Consultant (team) must demonstrate expertise and experience in the following areas:
  - i) General Experience – The Consultant (team) must have an understanding of transportation modeling and how the cordon count data is used in the model.
  - ii) Statistical Analysis – Consultant must demonstrate knowledge and experience of statistical methods and statistical analysis/summary. In addition, the successful candidate must demonstrate superior report writing skills.
  - iii) Local Knowledge of the SCAG Region – Consultant must have knowledge of the local conditions and previous project experience in the SCAG Region.

- iv) Cordon Survey Experience – The Consultant must have specific knowledge and experience relating to the SCAG Cordon Survey or a similar cordon type survey.
  - g) Schedule – The project will be completed in 4 months after SCAG issues the Notice to Proceed.
  - h) Meetings:
    - i) The Consultant will be responsible for organizing the bi-weekly Technical Review Committee Meetings to discuss project approach, status, and findings. The Consultant will be responsible for arranging tele-conference calls, developing meeting agendas, taking meeting minutes, and mailing meeting materials.
    - ii) The Consultant will make one presentation to the Regional Modeling Task Force at the completion of the project to present the Survey's findings.
  - i) Product – Project Work Program
- 2) SURVEY REVIEW – The purpose of this item is to review the existing survey database, identify errors and inconsistencies, and make the necessary edits to update the database. The Consultant will review the data for completeness and check for logical relationships between the items to insure data consistency. SCAG will provide the Consultant the digital file containing the raw survey return information.
- a) Review Geo-Coding – The file provided to the Consultant will contain geo-coded origin and destination information. The Consultant will review the geo-coded records to insure accuracy. This will include researching records that are not geo-coded and assigning a location if possible. This may require reviewing the original returned survey forms (completed survey forms).
  - b) Review Survey - Perform various logic checks to identify inconsistencies in the data and clean the survey database as necessary. This may require reviewing the original survey forms (completed survey forms).
  - c) Product: 1) Technical Memorandum describing the survey review process and results and 2) a clean survey database.
- 3) DATA EXPANSION - Expand data for each survey site using supplied traffic counts.
- a) Data expansion will be based on traffic counts and consider station, direction, and hour. The traffic count information will be provided to the Consultant.
  - b) Product – 1) Technical Memorandum describing expansion methodology and 2) expanded survey database.
- 4) DATA SUMMARY AND REPORTING– The purpose of this work item is to summarize and report survey findings.

- a) Summarize survey results by station, direction, and hour. Summary categories will include: 1) trip origin/destination, 2) trip purpose, 3) trip start and end time, 4) vehicle occupancy, 5) trip frequency, 6) intermediate stops, and 7) demographic data (household type, household size, income, type of business, licensed drivers/household, and number of vehicles/household). The Consultant will work closely with the Technical Review Committee to identify additional summary classes, cross-classifications and reports.
- b) Product – 1) Technical Memorandum describing summary methodology and 2) tables and reports summarizing the survey results.

## 5) DELIVERABLES:

- a) Intermediate Work Products:
  - i) The Project Work Program
  - ii) A technical memorandum describing the survey review.
  - iii) A technical memorandum describing the survey expansion.
  - iv) A technical memorandum describing the survey summarization
  - v) All requested digital data files
- b) Final Project Report - The Consultant will produce the Final Project Report documenting the study methodology, survey method, and summarized results. It is expected that the Technical Memorandums prepared for earlier tasks will form the basis of this Report. The Final Report should include the following sections, plus other sections, as the Consultant deems necessary:
  - i) Executive Summary
  - ii) Project Objectives
  - iii) Project Background
  - iv) Design of Survey Instruments
  - v) Description of Survey Method
  - vi) Summary of Survey Results
  - vii) Appendix – Summary of Results by Cordon Station

# **PROPOSAL INFORMATION, ORGANIZATION AND CONTENT**

## **RFP No. 04-024**

*All proposals shall contain, at a minimum, the following information:*

### **LETTER OF TRANSMITTAL**

- A brief statement of the respondent's understanding of the work to be done and a positive commitment to perform the work within the required time period.
- Identification of the respondent's cost and fee rate and an estimation of the level of effort required to perform the work.
- A list of the names of the individuals authorized to make representations for the respondent, their titles, addresses, and telephone numbers.

### **TITLE PAGE**

An indication of the RFP number and project title; a list of all team members (prime and any subcontractors); local address and telephone and fax number of the prime; name and e-mail address of the prime's primary contact person; and date of the proposal. The provision of a current e-mail address for the prime's primary contact person is critical.

### **TABLE OF CONTENTS**

A clear identification of the material, by section and page number.

### **TECHNICAL APPROACH**

- A statement and discussion of the project objectives, concerns, and sensitive key issues.
- The technical approach for performing the study includes a detailed Scope of Work along with a program for executing the requirements and objectives of the project. A description of the technical approach to be followed for each major task or activity proposed to be performed and annotated outlines of the proposed final report (as applicable) are to be included.
- A discussion of the difficulties expected or anticipated in performing the study, along with a discussion of how the respondent proposes to overcome or mitigate against those difficulties.
- A detailed schedule for completion of the work, including performance and delivery schedules indicating phases or segments of the project, milestones, and significant events.



- A statement of the extent to which the respondent's proposed approach and Scope of Work will meet or exceed the stated objectives discussed in this RFP. Furthermore, a discussion of how the respondent would modify the project, schedule, and/or cost to better meet these objectives without exceeding the stated budget amount.

### **PROFILE OF RESPONDENT**

- A statement indicating if the firm is local or national and a summary of representative experience relevant to the work described in the Scope of Work for this RFP.
- The location and telephone number of the office from which the work is to be done.
- Identification of the individuals who will perform the work, including officers, project manager and key staff. State the time commitment and include resumes for key individuals.

### **FEE STRUCTURE/FINANCIAL FORM**

- A completed line item budget (see Attachment 5).
- A budget summary by task.

### **REFERENCES**

A list of at least three references, including the names of contact persons within the firms.

### **SCAG STANDARD CONSULTANT AGREEMENT**

The successful respondent will be required to sign SCAG's standard consultant agreement (Attachment 9) in order to receive the contract award. Respondents must identify in their proposal any concerns or objections they would have with any of the contract terms and conditions if selected for contract award. Respondents shall propose alternative language for consideration.

CONTRACT LANGUAGE IS SUBJECT TO CHANGE PRIOR TO CONTRACT EXECUTION.

*Aside from proposal content, respondents should also be aware of the following:*

### **PERIOD OF PERFORMANCE**

The maximum period of performance for this contract is 4 months.

## **DISADVANTAGED BUSINESS ENTERPRISE (DBE)**

It is SCAG's policy to make it known that Disadvantaged Business Enterprises (DBEs), as defined in 49 Code of Federal Regulations, Part 26 are strongly encouraged to apply. Firms wishing to get credit for DBE status must be certified at the time of proposal submission. If you are a certified DBE, you must include a copy of your certification with your proposal. For those vendors/ consultants located within the southern California region, certification must be either from the Department of Transportation (Caltrans), the Metropolitan Transportation Authority, the City of Los Angeles, the John Wayne Airport Authority, or the Orange County Transportation Authority.

## **PROPOSAL SUBMISSION**

The original should be clearly marked/stamped as such. **One (1)** original and six **(6) copies** shall be received by SCAG by **3:00 PM** (Pacific) on **January 29, 2004**, to the attention of **Anthony M. Piuino, Jr., Senior Contracts Administrator**, at the address that follows:

Southern California Association of Governments  
818 W. 7th Street, 12<sup>th</sup> Floor  
Los Angeles, CA 90017

**All submissions are considered a matter of public record.**

## **SELECTION PROCESS**

- Proposals will be ranked in accordance with the criteria described in Attachments 3 and 4.
- Respondents may be brought in for interviews.

## **EVALUATION OF PROPOSALS**

Proposals will be evaluated according to the following criteria, which are listed according to their relative weight in the evaluation process:

- 1. Technical Approach**
  - a. Overall Responsiveness
  - b. Related Experience
- 2. Consultant Firms**
- 3. Project Management**
  - a. Staff Qualifications
  - b. Project Organization
  - c. Reasonableness of Schedule and Budget
- 4. Costs**
- 5. Reasonableness of Schedule**
- 6. DBE Participation**
- 7. References**

## **NOTIFICATION OF RIGHT TO PROTEST CONTRACT AWARD**

Offerors have the right to protest the contract award in compliance with SCAG's *Policy on Contract Award Protests*, which can be viewed online at [www.scag.ca.gov](http://www.scag.ca.gov) under "Doing Business with SCAG." A written protest must be filed with SCAG's Deputy Director within five working days after posting of the Notice of Intent to Award. No verbal protests will be accepted. The protest must be a detailed, written statement of the protest grounds and reference the RFP number and name of the designated Contracts Administrator. The protest must be submitted to SCAG's Deputy Director via both certified mail and fax using the following address and fax number:

Deputy Director  
Southern California Association of Governments  
818 W. 7<sup>th</sup> Street, 12<sup>th</sup> Floor  
Los Angeles, CA 90017  
213.236-1825 fax

The contract award is held up when SCAG's Deputy Director receives the protest on time. The contract may not be awarded until the protest is either withdrawn or SCAG's Deputy Director has rendered a decision.

### **BUDGET PARAMETERS**

Any proposal exceeding the budget specified in this RFP will not be accepted. The total available budget for this project is as follows:

Total budget: Not to exceed \$24,600  
Applicable work element #: 04-070.SCGC6

**Please Note: Funding for this project is contingent upon availability at the time of contract award. SCAG is not responsible for any costs or expenses incurred in the preparation of your proposal.**

### **MISCELLANEOUS**

- Debriefings will not be provided by SCAG.
- SCAG reserves the right to reject any and all proposals submitted and to request additional information.
- The contract for this work will be awarded to the firm that the selection committee deems best qualified.
- All applicable documentation must be fully executed by each bidder.
- Every proposal submitted is considered a firm offer that must be valid for a minimum of 90 calendar days.

# PROPOSAL EVALUATION FORM

## RFP No. 04-024

Consultant Name: \_\_\_\_\_

Evaluation Criteria	Max. Possible Points	Points Earned	Comments
<b>I. TECHNICAL APPROACH</b> Project Understanding & Approach <ul style="list-style-type: none"> <li>• Tasks &amp; approach clearly described</li> <li>• Creative/innovative approach</li> <li>• Understanding of Caltrans' processes</li> <li>• Complete/thorough description of work plan</li> </ul>	<b>30</b>		
<b>II. CONSULTANT FIRMS:</b> <ul style="list-style-type: none"> <li>• <u>Prime Consultant:</u></li> <li>• Familiar with regional &amp; local issues</li> <li>• Capability to reallocate resources as needed to meet project schedule</li> <li>• <u>Sub-Consultants:</u></li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• Each sub provides unique service(s) to the team</li> <li>• Subs are fully capable of performing their tasks</li> <li>• Expertise is clearly required for this study</li> </ul>	<b>25</b>		
<b>III. PROJECT MANAGEMENT</b> <b>Project Team:</b> <b>(Total hours: _____)</b> <ul style="list-style-type: none"> <li>• Reasonable total number &amp; distribution of hours</li> <li>• Qualifications of key individuals</li> <li>• Time commitment of key individuals</li> </ul>	<b>20</b>		
<b>IV. COSTS (Total contract cost):\$_____</b> <ul style="list-style-type: none"> <li>• Realistic cost in relation to total hours</li> <li>• Total cost within allocated budget</li> </ul>	<b>10</b>		
<b>V. REASONABLENESS of SCHEDULE</b> <ul style="list-style-type: none"> <li>• Total time allocated for each task is realistic</li> <li>• Logical &amp; realistic timing of each task</li> </ul>	<b>10</b>		
<b>VI. DBE PARTICIPATION</b>	<b>5</b>		
<b>VII. REFERENCES</b> <ul style="list-style-type: none"> <li>• Similar projects completed on time and within budget</li> </ul>	<b>Pass/ Fail</b>		
<b>TOTAL</b>	<b>100</b>		

Name of Evaluator (print): \_\_\_\_\_

Date: \_\_\_\_\_

Signature of Evaluator: \_\_\_\_\_

Agency: \_\_\_\_\_

# INTERVIEW EVALUATION FORM

## RFP No. 04-024

Consultant Name: \_\_\_\_\_

Evaluation Criteria	Max. Possible Points	Points Earned	Comments
<b>I. TECHNICAL APPROACH</b> Project Understanding & Approach <ul style="list-style-type: none"> <li>• Tasks &amp; approach clearly described</li> <li>• Creative/innovative approach</li> <li>• Understanding of Caltrans' processes</li> <li>• Complete/thorough description of work plan</li> </ul>	<b>30</b>		
<b>II. CONSULTANT FIRMS:</b> <ul style="list-style-type: none"> <li>• <u>Prime Consultant:</u></li> <li>• Familiar with regional &amp; local issues</li> <li>• Capability to reallocate resources as needed to meet project schedule</li> <li>• <u>Sub-Consultants:</u></li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• Each sub provides unique service(s) to the team</li> <li>• Subs are fully capable of performing their tasks</li> <li>• Expertise is clearly required for this study</li> </ul>	<b>30</b>		
<b>III. PROJECT MANAGEMENT</b> <b>Project Team: (Total hours: _____)</b> <ul style="list-style-type: none"> <li>• Reasonable total number &amp; distribution of hours</li> <li>• Qualifications of key individuals</li> <li>• Time commitment of key individuals</li> </ul>	<b>15</b>		
<b>IV. COSTS (Total contract cost): \$ _____</b> <ul style="list-style-type: none"> <li>• Realistic cost in relation to total hours</li> <li>• Total cost within allocated budget</li> </ul>	<b>10</b>		
<b>V. REASONABLENESS of SCHEDULE</b> <ul style="list-style-type: none"> <li>• Total time allocated for each task is realistic</li> <li>• Logical &amp; realistic timing of each task</li> </ul>	<b>10</b>		
<b>VI. DBE PARTICIPATION</b>	<b>5</b>		
<b>VII. REFERENCES</b> <ul style="list-style-type: none"> <li>• Similar projects completed on time and within budget</li> </ul>	<b>Pass/ Fail</b>		
<b>TOTAL</b>	<b>100</b>		

Name of Evaluator (print): \_\_\_\_\_

Date: \_\_\_\_\_

Signature of Evaluator: \_\_\_\_\_

Agency: \_\_\_\_\_

## **CONTRACT BUDGET EXPLANATORY INFORMATION**

### **RFP No. 04-024**

The sample line item budget on the following page reflects the most common format used to present budget or compensation information in contracts for planning services. Under this format, the consultant is compensated for its costs, plus given a fixed fee. All consultant (and subcontractor) costs must be allowable and consistent with Federal cost principles (see term VII, paragraph F of the MPO/Consultant Contract Boilerplate). Please be aware that the cost-plus-a-percentage-of-cost bid method, where the consultant's profit is a percentage of the reimbursed costs on a project, is not allowed under Federal rules.

In reviewing the sample line item budget, the following should be considered:

- Under direct labor, it is preferable to identify professional staff by both name and position. Such a format ties the level of effort to the staff actually responsible for the project.
- Direct labor and fringe benefits must be shown as separate dollar amounts.
- There are no provisions in the contract budget for contingency fees.
- The salary rate quoted should be the highest rate of compensation the staffer/position is expected to receive during the life of the contract. Expected merit or cost-of-living increases should be incorporated into the quoted rate.

**All consultants must prepare and submit a line item budget using the exact format shown on the following page, or may risk having their proposal disqualified.**

**SAMPLE LINE ITEM BUDGET**

Consultant: Planning Horizon Services  
1234 Front Street, Suite 100  
Main Street, CA 95814-2100

RFP No. 04-024

Project: Cordon Survey Summary

**DIRECT LABOR**

<u>Staff</u>	<u>Hours</u>	<u>Rate</u> <sup>1</sup>	<u>Amount</u>
A. Adams, Project Manager	100	\$30.00/hr.	\$ 3,000
B. Brown, Project Leader	1,000	\$24.00/hr.	\$ 24,000
C. Charley, Project Technician	1,000	\$20.00/hr.	\$ 20,000
Clerical support (direct charges)	250	\$12.00/hr.	\$ 3,000
<b>SUBTOTAL – DIRECT LABOR</b>	2,350		\$ 50,000

<sup>1</sup>Direct Labor rates must be traceable to current payroll records.

**OVERHEAD AND FRINGE BENEFITS**<sup>2</sup>

Direct Labor Overhead (as determined from company records)	\$ 40,000
Fringe Benefits (as determined from company records)	<u>\$ 15,000</u>
<b>SUBTOTAL – OVERHEAD AND FRINGE BENEFITS</b>	\$ 55,000

<sup>2</sup>Many items that are normal business practice costs and tax deductible are not allowable under Federal and State contract rules (e.g., dues, advertising, contributions, bad debts, interest expense, meals, and entertainment). For a complete listing, see 48 CFR 18.36 and OMB-87.

**TOTAL DIRECT LABOR, OVERHEAD, AND FRINGE BENEFITS** **\$105,000**

**FIXED FEE**<sup>3</sup> (rate should be consistent with other billings for similar services) **\$ 10,500**

<sup>3</sup>Fixed Fee is calculated on Direct Labor, Overhead and Fringe Benefits only, not on Subcontractors/Subconsultants.

**SUBCONTRACTORS**<sup>4</sup>

<u>Subcontractor</u>	<u>Hours</u>	<u>Rate</u>	<u>Amount</u>
Choo-Choo Engineers	1,000	\$30.00/hr.	\$ 30,000
Overhead and Fringe (50%)			<u>\$ 15,000</u>
Subtotal			\$ 45,000
Fixed Fee (10%)			<u>\$ 4,500</u>
Total Choo-Choo Engineers			\$ 49,500
W. Water, Environmental Consultant	100	\$36.00/hr.	\$ 3,600
<b>SUBTOTAL – SUBCONTRACTORS</b>	1,100		<b>\$ 53,100</b>

<sup>4</sup>All subcontractors whose portion of the total contract is valued at \$25,000 or more must break out their costs above in the same format as has been done for Choo-Choo Engineers.

**OTHER DIRECT COSTS (ODCs)**<sup>5</sup>

Graphics development	\$ 2,500
Postage	\$ 100
Printing	\$ 1,000
Telephone (long distance)	\$ 200
Travel (local)	\$ 200
Parking	<u>\$ 75</u>
<b>SUBTOTAL – OTHER DIRECT COSTS</b>	<b>\$ 4,075</b>

<sup>5</sup>ODCs must be fully documented and included with invoices during the contract period of performance. If contract is subject to a pre-award audit, support for these ODCs will be reviewed similar to that done for Direct Labor, Overhead, and Fringe Benefits.

**TOTAL CONTRACT COST**<sup>6</sup> **\$172,675**

<sup>6</sup>Contracts less than \$250,000 MAY require a pre-award audit; those at \$250,000 or more WILL require a pre-award audit.

## **TITLE 49, CODE OF FEDERAL REGULATIONS, PART 29 DEBARMENT AND SUSPENSION CERTIFICATION**

**RFP No. 04-024**

All persons or firms, including subcontractors, must complete this certification and certify, under penalty of perjury, that, except as noted below, he/she or any person associated therewith in the capacity of owner, partner, director, officer, or manager:

is not currently under suspension, debarment, voluntary exclusion, or determination of ineligibility by any Federal agency;

has not been suspended debarred, voluntarily excluded or determined ineligible by any Federal agency within the past 3 years;

does not have a proposed debarment pending; and

has not been indicted, convicted, or had a civil judgment rendered against it by a court of competent jurisdiction in any matter involving fraud or official misconduct within the past 3 years.

If there are any exceptions to this certification, insert the exceptions in the following space.

Exceptions will not necessarily result in denial of award, but will be considered in determining bidder responsibility. For any exception noted above, indicate below to whom it applies, initiating agency, and dates of actions.

---

Name of Firm

---

Signature (original signature required)

---

Date





## **SCAG Vendor/Consultant Application Materials**

**TO:** Prospective Vendors/Consultants

**SUBJECT:** Incorporation of Vendors and Consultants into SCAG's Management Information System

All vendors and consultants doing business or interested in doing business with the Southern California Association of Governments (SCAG) must have an account created in SCAG's vendor and consultant database. Including all of our vendors and consultants in the database allows for more expeditious business transactions.

To ensure that there is an account for you in the system, please complete both the enclosed SCAG Vendor/Consultant Application Form (2 pages) and the Commodity Code/Consultant Profile (3 pages). **Please be sure to check all boxes of the Commodity Code/Consultant Profile that apply to your company's particular business interests or areas of expertise.** Feel free to use the "Other" option and write in your own detailed description if none of the codes fully capture the essence of your work. For commodity code definitions, please refer to the attached Description of Potential Technical Service Needs.

Please remember to indicate your Federal Tax Identification Number (TIN). If you are not incorporated and are a 1099 company, please provide your 1099 Tax Reportable Name, as well as either your TIN or Social Security Number (SSN).

When finished, please fax **pages one through five** to Audrey Espino at (213) 236-1825, or mail your completed application materials to:

Audrey Espino  
Southern California Association of Governments  
818 W. Seventh Street, 11<sup>th</sup> Floor  
Los Angeles, CA 90017-3435

Questions regarding the application materials should be directed to Laura Aguilar at (213) 236-1922 or Sandee Scott at (213) 236-1974.

Again, if you wish to be included in SCAG's vendor and consultant database, pages **one through five** of the application materials must be completed and returned by your company.

Sincerely,

Sam Mehta  
Manager of Contracts

Attachments: SCAG Vendor/Consultant Application Form  
Commodity Code/Consultant Profile  
Description of Potential Technical Service Needs

**Main Office**  
818 West Seventh Street  
12th Floor  
Los Angeles, California  
90017-3435  
  
t(213) 236-1800  
f(213) 236-1825  
  
www.scag.ca.gov

**SCAG Vendor/Consultant Application Form**  
(please print clearly)

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Federal Tax Identification Number (TIN): \_\_\_\_\_

Primary Point of Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

E-mail Address \_\_\_\_\_

(Please give careful consideration to the e-mail address provided. It will be used to notify your company of relevant Invitations for Bid, Requests for Proposals, etc. The email address listed should be that of someone who typically handles bids and proposals for your company.)

Company Web site Address: \_\_\_\_\_

**PAYMENT ADDRESS (IF DIFFERENT FROM MAILING ADDRESS ABOVE)**

Payment Name \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

E-mail Address \_\_\_\_\_

Does your firm require a 1099 (circle one)?                      YES      NO

If "yes" provide Social Security Number or Tax ID Number: \_\_\_\_\_

Is your firm a Disadvantaged Business Enterprise (DBE), as defined in Title 49, Part 26 of the Code of Federal Regulations (circle one)?                      YES      NO

If you are a certified DBE, please provide a copy of your certification with this completed application form. For those vendors/consultants located within the Southern California region, certification must be from either the Metropolitan Transportation Authority, the City of Los Angeles, the John Wayne Airport, or the Orange County Transportation Authority (OCTA). If you have been certified by an agency other than one of these four, we will forward your current certification to Caltrans for verification before SCAG can accept it.

If you believe you qualify as a DBE but are not certified, you may want to contact one or more of the following agencies to initiate the certification process:

**DEPT. OF TRANSPORTATION (CALTRANS)**  
**DBE Certification Unit**  
 707 3rd Street, 1st Floor, Room 400  
 West Sacramento, CA 95605  
 Phone: (866) 810-6346 Fax: (916) 324-1862  
<http://www.dot.ca.gov/>

**ORANGE COUNTY TRANSPORTATION AUTHORITY (OCTA)**  
**Small Business Programs**  
 550 South Main Street  
 P.O. Box 14184  
 Orange, CA 92863-1584  
 Phone: (714) 560-5620 Fax: (714) 560-5792  
[www.octa.net](http://www.octa.net)

**CITY OF LOS ANGELES**  
**Office of Contract Compliance**  
 600 South Spring St., Suite 1300  
 Los Angeles, CA 90014  
 Phone: (213) 847-6480 Fax: (213) 847-5566  
<http://www.lacity.org/bca/>

**COUNTY OF ORANGE JOHN WAYNE AIRPORT**  
 3160 Airway Avenue  
 Costa Mesa, CA 92626  
 Phone: (949) 252-5175 Fax: (949) 252-5225  
<http://www.ocair.com/>

**LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY (MTA)**  
**Small Business Diversity and Labor Compliance**  
 One Gateway Plaza  
 Los Angeles, CA 90012  
 Phone: (213) 922-2600 Fax: (213) 922-7660  
[www.mta.net](http://www.mta.net)

Should you have any questions when completing your certification application, you can contact Triaxial Management Services at (310) 537-6677. Triaxial offers free consultation support to firms interested in highway construction projects and related contracts involving Federal funding.

Name (Please Print) \_\_\_\_\_

Signature \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

## **Commodity Code/Consultant Profile**

### **General Goods & Services**

<b>Check</b>	<b>NIGP</b>	<b>Description</b>
	60001	Painters
	60007	Electrical
	60008	Plumbing
	60009	Small General Contractors
	60012	Architects, Engineer
	60016	Security Systems
	60017	H V A C Contractors
	60030	Sound Systems And Electronics
	60102	Postage & Courier Services
	60102.1	Postage Machines
	60104	Memberships(Professional)
	60105	Subscriptions (Periodicals)
	60200	Computer Hardware
	60201	Computer Software
	60202	Computer Supplies
	60203	Computer Services
	60204	Telecommunications
	60233	Appliances
	60400	Audio Visual Equipment
	60401	Audio Visual Supplies
	60402	Video Equipment
	60545	Moving & Storage
	60637	Lease - Equip
	60637.1	Lease – Building
	60638	Maintenance Agreement
	60640	Copiers/Mimeo/Dupl.
	60670	Furniture--Office/Co
	60700	Typewriters & Supplies
	60701	Office Machines, Fax
	60702	Office Machine Supplies
	60710	Stationery Supplies
	60720	Paper, Fine
	60730	Trophies & Awards
	60863	Temporary Staffing
	60875	Registrations (Training & Seminars)
	61000	Office Supplies

**Consulting**

<b>Check</b>	<b>NIGP</b>	<b>Description</b>
	91804	Accounting/Auditing/Budget Consulting
	91804.1	Organizational, Financial and Performance Audits/Project Management Services
	91806	Administrative Consulting
	91806.1	Administrative Services
	91812	Modeling-Analytical Studies and Surveys
	91812.1	Survey & Data Collection
	91812.2	Travel Demand Model Improvement
	91812.3	Geographic Information System
	91812.4	Software Support for Studies and Surveys
	91812.5	Regional Data Systems
	91817	Aviation Consulting
	91826	Communications: Public Relations Consulting
	91828	Computer Hardware Consulting
	91828.1	Computer Service Center
	91829	Computer Software Consulting
	91829.1	Information Systems
	91829.2	Unix Systems Support
	91829.3	Macintosh Computer Technical Support
	91837	Economy Analysis Consulting
	91838	Education and Training Consulting
	91840	Employee Benefits Consulting
	91843	Environmental Consulting (NEPA & CEQA w/environmental impact report)
	91846	Feasibility Studies (Consulting)
	91849	Finance/Economics Consulting
	91858	Governmental Consulting
	91858.1	Government Relations
	91858.2	Institutional Analysis
	91863	Housing Consulting
	91865	Human Relations Consulting
	91866	Human Resources Consulting
	91866.1	Executive Search
	91866.2	Insurance Broker Services
	91874	Legal Consulting
	91874.1	Legislative Services
	91874.2	Alternative Dispute Resolution
	91875	Management Consulting
	91875.1	Organization & Staff Development
	91883	Organizational Development Consulting

**Consulting (cont.)**

Check	NIGP	Description
	91876	Marketing Consulting (Surveys, Public opinion polling, market analysis)
	91876.1	Social Economic Impact Analysis
	91876.2	Social Justice/Equity Analysis
	91879	Minority and Small Business Consulting
	91885	Personnel/Employment Consulting
	91892	Urban Planning Consulting
	91892.1	Growth Visioning Planning
	91893	Security/Safety Consulting
	91894	Traffic Consulting
	91895	Telecommunications Consulting
	91896	Transportation Planning Consultant
	91896.1	Highway Corridor Analysis
	91896.2	Rail Planning & Analysis
	91896.3	Transit & Non-motorized Planning & Analysis
	91896.4	Transportation Management & Coordination
	91896.5	Truck Lane Analysis/Goods Movement
	91896.6	Transportation Financing
	91896.7	Transportation & Economic Development
	91896.8	Transportation Investment Analysis
	91896.9	Transportation Modeling Support
	91896.10	Rideshare Contractor and Rideshare Software Support
	91897	Gas, Water, Electric Consulting
	91897.1	Air Quality Planning & Modeling
	91897.2	Water Supply Analysis
	90640	Graphic Design (Services)
	90640.1	Image Setting
	90640.2	Premium/Promotional Items
	96600	Printing & Related Services (Typeset/Print/Layout)
	90868	Project Management
	96115	Catering & Concessions (Vending: Mobile & Stationary)
	96115.1	Coffee & Tea Service
	96115.2	Bottled Water
	96175	Translation Services
	96618	Copying Services (Reproduction)
	91528	Mailing Services & Electronic Information (Fulfillment Services)
		Other (describe here):

**DESCRIPTION OF POTENTIAL TECHNICAL SERVICE NEEDS****Transportation Planning - 91896**

Transportation planning experience including non-motorized, transit, highways, aviation and engineering (related to transportation policy/planning), and advanced technology. Ability and experience in conducting highway and transit network analysis and modeling and drawing conclusions from the analysis. Experience in conducting analysis of new transportation technologies. Experience in transportation demand management planning.

**Institutional Analysis – 91858.2**

Understanding and experience in analyzing and developing governmental mechanisms for establishing joint powers agreements and cooperative financial arrangements, i.e., Memorandum of Understanding, mitigation contracts, mutual service agreements, etc.

**Finance/Economics Consulting - 91849**

Experience and knowledge of uniform cost estimating, financial forecasting and the ability to perform financial analysis of alternative proposals particularly in the areas of transportation, housing, commercial, industrial and public facilities.

**Surveying, Public Opinion Polling and Market Analysis - 91876**

Experience and knowledge in developing survey questionnaires, ascertaining specific survey methodologies and sample sizes, and administering public opinion, attitudinal, and behavioral characteristic surveys. Experience in cost and price, service and market demand assessment particularly in areas relating to transportation services. Experience in conducting focus groups.

**Social Economic Impact Analysis – 91876.1**

Experience in applying input/output model to analyze the social economic impacts of SCAG policies, plans, and programs.

**Social Justice/Equity Analysis – 91876.2**

Experience in assessing tax burdens, policy/plan impacts/costs/benefits and their allocations among income/ethnic/age/gender etc. groups.

**Economic Analysis Consulting – 91837**

Experience in examining and reporting on the Southern California economy and constructing/developing model to assess how business will respond to public policies.

### **Growth Management Planning – 91892.1**

Experience in generating growth management strategies, and in investigating, writing reports and working with cities and committees on this subject.

### **Growth Visioning Planning – 91892.1**

Experience in coordination and development of a growth visioning plan from a regional and sub regional perspective. Consultants must demonstrate expertise in simultaneous levels of performance with conceptual understanding of the complexities of such a plan.

### **Environmental Analysis - 91843**

Environmental planning analysis including impact analysis and the development of mitigation measures, with experience in preparing EIR/EIS for complex transportation projects and technical development proposals. Firms experienced in Air Quality Modeling & Analysis, Noise modeling & Analysis, NEPA, CEQA, Clean Water Act (CWA) section 401 & 404, Environmental Impact Report, Endangered Species Act (ESA), Aviation Planning, Air Space Study & Aviation Regulations.

### **Information Systems – 91829.1**

Experience in one or more of the following areas including design and development of complex software products, data base design, and web site design and programming.

### **Regional Data Systems – 91812.5**

Ability and experience in the following areas including development of small area (census tract and transportation analysis zones) forecasts and estimate methods, development of Geographic Information System ARC INFO topologies and related data bases from aerial photography and planning maps, development of site specific employment files. Ability to provide employer site file with employment estimates and individual code identification of all work sites.

### **Transportation Modeling Support – 91896.9**

Firms experienced in travel demand models, experienced in travel surveys, and software related to travel demand models. Firms familiar with the transportation planning process. Firms experienced with GIS interface, trip generation, trip distribution, mode choices and traffic assignment, impact analysis, GIS Arcview, Arcinfo, database management, GIS web applications, and GIS database,

### **Unix Systems Support – 91829.2**

Unix systems administrations, system programming, software development, and software maintenance.

### **Rideshare Contractor and Rideshare Software Support – 91896.10**

Consultant performs systems analysis and software development services for the Information



Services Department, Rideshare Operation to maintain and enhance existing carpool matching and transit itinerary software.

### **Support Services**

#### **Assistance in Providing the Following Operational Administrative Services – 91806.1:**

Including Word Processing, Reproduction, Data Entry and Verification.

#### **Assistance in Developing Data Base Computer Programs in Support of SCAG's Management Information Systems – 91829.1**

#### **Architect/Engineering Services - 60012**

Office space planning and construction.

#### **Graphic Support Services - 90640**

Provide freelance graphic designers and production artist for purpose of staffing Graphics Unit during overload periods or when regular staff is out due to vacations, sick leave or personal days. Projects include publications, maps and presentations. Must be knowledgeable in major Macintosh Graphics programs including Illustrator, Quark and PhotoShop.

#### **Macintosh Computer Technical Support – 91829.3**

Provide technicians to troubleshoot conflicts/problems with software and hardware for (5) Macintosh workstations and a main server for the Graphics Unit. Must be able to set up new workstations, install new software and make recommendations for upgrades/enhancements. Must be available on short notice.

#### **Printing Services - 96600**

High quality offset lithography printing of publications including newsletters, posters, brochures, premium items, letterhead, envelopes, business cards, reports, presentation folders to name a few. Vendor must be able to accept digital files from the Macintosh. Computer to plate or Direct to Plate print proofing preferred (this process avoids costly film or matchprint proofing).

#### **Premium/Promotional Items – 90640.2**

Provide imprinting of graphics on premium items for special events or promotions. Some of these items include cups, mugs, t-shirts attached cases to name a few. Vendor must also supply product for imprinting.

#### **Imagesetting – 90640.1**

Vendors to provide 35 mm slide output, Iris Prints and large digital scans of artwork. Other services include Film Processing, Award Plaque production, Framing, Photo shoots-freelance photographer, Mounting/Lamination of Posters, and Royalty-free Stock Photos

**Legislative Services – 91874.1**

Experience with legislative analysis and advocacy particularly at the State and Federal level.

**Government Relations – 91858.1**

Experience working with elected officials and staff in information exchange and policy development.

**Public Communications - 91826**

Experience and knowledge in the techniques of effective public communications and designing collaborative outreach programs for specific work effort.

**Organization and Staff Development - 91883**

Services in staff development and training including managerial strategic planning, organizational analysis, individual and group coaching/interventions and onsite custom seminar planning in a variety of areas including communication, interpersonal skills, wellness, personal development, and technical skills. Experience in the public sector is desirable.

**Organization, Financial and Performance Audits/Project Management Services – 91804.1**

Experience in preparing annual audit reports and recommendations relative to organizational effectiveness. Requires knowledge of preparing reports pursuant to A-133 and Single Audit Reports to the Federal Government. Experience and knowledge with computerized accounting systems used in governmental entities. Experience in providing assistance in managing projects.

**Human Resources Planning - 91866**

Experience, particularly with public agencies, in classification compensation and benefits analysis, performance management, and related areas.

### **Legal Services – 91874.1**

Ability to provide legal services with particular emphasis on long-range planning in the areas of transportation, housing planning, and environmental review. Knowledge and experience in dealing with Federal and State laws in these areas.

General experience and knowledge in the legal operation issues in public agencies in California, including, but not limited, to personnel and contracts.

### **Alternative Dispute Resolution – 91874.2**

Provide alternative dispute resolutions services, including convening, mediation and negotiated rulemaking for public policy issues.

### **Computer Service Center – 91828.1**

Assistance in managing our Computer system. Experience with Novell and AIX systems. Computer Hardware, Software, Training, and Maintenance services.

### **Executive Search – 91866.1**

Conduct high level executive recruitment. Public sector experience required.

### **Insurance Broker Services – 91866.2**

To provide broker of record services for the agency in the areas of comprehensive health and welfare benefits, workers' compensation, property and liability, Public Officials, and Employment Practices Liability.